



**THE  
FRANKLIN  
INSTITUTE**

# The WORST-CASE SCENARIO **SURVIVAL EXPERIENCE**

Danger! It lurks all around you. Volcanoes! Sharks! Quicksand!! War Zones!!! Zombies!!! What do you do? The *Worst-Case Scenario Survival Experience* is here for you. Opening October 18, 2019.

Your guests have tinkered, they have made, now it is time to put those valuable skills into practice. It is time to learn how to survive. *Worst-Case Scenario* is a **hands-on-minds-on step-by-step series of courses providing the essential instructions for everything you need to know when encountering these real life scenarios.** From defusing a bomb to delivering a baby in the back of a cab, landing a plane to escaping from zombies, *The Worst-Case Scenario Survival Experience* will help you get through and have you laughing along the way. **Come celebrate the 20<sup>th</sup> anniversary of this remarkable book and sponsor this exhibit today!**



When in an area with quicksand, bring a stout pole and use it to put your back into a floating position.



Place the pole at a right angle from your spine to keep your hips afloat.



## **EXHIBIT HIGHLIGHTS:**

- Introduction to **Worst-Case Training** to aid you during scenarios like escaping a charging rhino, stopping a runaway golf cart, or even finding last ditch liquids you can drink!
- Unique opportunity to play in spectacular multi-player **immersive survival gymnasiums** and experience interactive and didactic scenarios and plug & play units
- Education **STEM programming** behind
- Discover stories from **six experts** who have entered worst-case situations and survived
- Browse artwork from the books, facsimiles and **original publications** from 2000

## **SPONSORSHIP HIGHLIGHTS:**

- **Custom-tailored** proposal based on marketing objectives
- **Promotional marketing** & select advertising opportunities
- Unique experiences for networking and **client entertainment**
- Opportunity for **employee engagements**
- Extensive visibility throughout The Franklin Institute and Greater Philadelphia area

# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS & BENEFITS	Presenting Sponsor \$100,000	Associate Sponsor \$75,000	Education Sponsor \$35,000
<b>MARKETING &amp; BRANDING</b>			
INCLUSION IN A CUSTOMIZED MARKETING STRATEGY	X	X	X
DIGITAL ADVERTISING	Logo	Logo	Text
BROADCAST ADVERTISING	X		
TFI WEBSITE	Logo with hyperlink	Logo	Text
PRINT COLLATERAL	Logo	Logo	
OUTDOOR ADVERTISING	Logo	Logo	
TFI PUBLICATIONS	Logo	Logo	Text
INTERNAL/EXTERNAL TFI BUILDING SIGNAGE	Logo	Logo	
OPENING EVENT INVITATIONS	Logo	Logo	Text
DIGITAL DISPLAY IN BENJAMIN FRANKLIN MEMORIAL HALL	X	X	X
<b>PUBLIC RELATIONS/PROMOTIONS</b>			
PRESS RELEASE RECOGNITION	Quote	Mention	
EXECUTIVE REMARKS AT OPENING PRESS CONFERENCE	X		
COMPANY MENTION DURING PRESS PREVIEW REMARKS	X	X	
<b>ENTERTAINMENT/HOSPITALITY</b>			
INVITATIONS TO VIP OPENING EVENT ON OCTOBER 17, 2019	30	20	10
DISCOUNT ON PRIVATE EVENT SPACE AT TFI	2 FREE space	1 FREE space	20%
WORST CASE SCENARIO EXHIBIT TICKETS	100	75	50
DISCOUNT ON ADDITIONAL EXHIBIT TICKETS	15%	10%	10%
<b>EMPLOYEE ENGAGEMENT</b>			
VOLUNTEER OPPORTUNITIES FOR EMPLOYEES	X		X
ON-SITE PRESENCE AT EXHIBIT EVENTS OR CLIENT HOSTING OPPORTUNITIES	1 event	1 event	2 events

**Deadline to be included on marketing materials is August 1, 2019**

SPONSORSHIP INFORMATION: Please contact Casey Anne Satell | [csatell@fi.edu](mailto:csatell@fi.edu) | 215.448.2378